



# Electronic Filing System (EFS) Data

## Electronic Patent Application Submission

### USPTO Use Only

EFS ID: 65260  
Application ID: 10006874  
Title of Invention: Alternative Advertising in  
Prerecorded Media  
First Named Inventor: Michael Plotnick  
Domestic/Foreign Application: Domestic Application  
Filing Date: 2001-11-14  
Effective Receipt Date: 2004-07-26  
Submission Type: Information Disclosure  
Statement  
Filing Type:  
Confirmation number: 5480  
Attorney Docket Number: T738-10



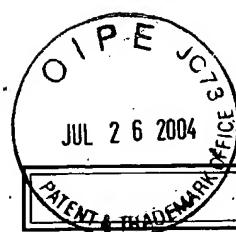
RECEIVED

JUL 30 2004

Technology Center 2600

Total Fees Authorized:

Digital Certificate Holder: cn=Douglas Ryder,ou=Registered Attorneys,ou=Patent and Trademark  
Office,ou=Department of Commerce,o=U.S. Government,c=US  
Certificate Message Digest: 842314491e74114cd078e7f0627eee6f1e25f6d3

**TRANSMITTAL**

Electronic Version v1.1

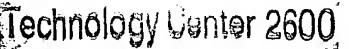
Stylesheet Version v1.1.0

Title of Invention	Alternative Advertising in Prerecorded Media	
Application Number:	10/006874	
Date:	2001-11-14	
First Named Applicant:	Michael A	<b>RECEIVED</b>
Confirmation Number:	5480	JUL 30 2004
Attorney Docket Number:	T738-10 Technology Center 2600	
<p>I hereby certify that the use of this system is for OFFICIAL correspondence between patent applicants or their representatives and the USPTO. Fraudulent or other use besides the filing of official correspondence by authorized parties is strictly prohibited, and subject to a fine and/or imprisonment under applicable law.</p> <p>I, the undersigned, certify that I have viewed a display of document(s) being electronically submitted to the United States Patent and Trademark Office, using either the USPTO provided style sheet or software, and that this is the document(s) I intend for initiation or further prosecution of a patent application noted in the submission. This document(s) will become part of the official electronic record at the USPTO.</p>		
Submitted by:	Elec. Sign.	Sign. Capacity
Douglas J Ryder Registered Number: 43,073	/DJR/	Attorney
Documents being submitted us-ids	Files T738-10_07-26-04-usidst.xml us-ids.dtd us-ids.xsl	
Comments		



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18  
Stylesheet Version v18.0

Title of Invention	Alternative Advertising in Prerecorded Media	
Application Number:	10/006874	
Confirmation Number:	5480	<b>RECEIVED</b> <b>JUL 30 2004</b> 
First Named Applicant:	Michael Plotnick	
Attorney Docket Number:	T738-10	
Art Unit:	2611	
Examiner:	Christopher Grant	
Search string:	( 6064376 or 5956025 or 5923627 or 4930158 ).pn.	

### Signature

Examiner Name	Date